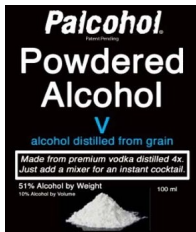
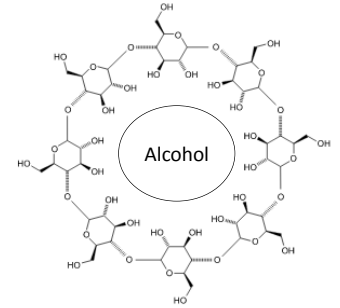


Fact Sheet about Powdered Alcohol

What is it? In April 2014, the United States Alcohol and Tobacco Tax and Trade Bureau approved the sale of a powdered alcohol product known as “Palcohol”. Unlike freeze-dried products which are dehydrated, Palcohol is a form of alcohol that has been absorbed by a sugar-derivative. When combined with water the sugar encapsulating the alcohol dissolves, releasing the alcohol into the liquid, creating an alcoholic beverage.¹



How is it sold? Palcohol is currently distributed in 4-by-6 inch single-serve packets meant to be mixed with 6 oz of liquid to create a standard drink equivalent. Flavors include rum, vodka, as well as other cocktails. The product is expected to hit the market in Summer 2015.²

As of March 2015, five (5) states have banned retail sales and 23 states (including Michigan) have introduced a bill to ban retail sales of the product in their state legislature.³

How is it being marketed? According to the creator’s website, Palcohol was designed for portability. It is marketed as a convenient, lightweight, compact method of carrying alcohol for people who want an alcoholic beverage without carrying large or heavy bottles. It can be used to create a standard mixed drink (e.g. — cola with rum), or combined with water and another flavored drink powder for an improvised mixed drink.²

What are the risks/dangers associated with it? When used as marketed, powdered alcohol affects the consumer in the same manner as liquid alcohol. However in addition to the existing dangers of alcohol misuse and abuse, powdered alcohol carries unique potential for abuse, including:

- **Snorting** — The Palcohol website states that although “impractical”, the powder may be snorted for achieving inebriation at a faster rate.²
- **Increased access to youth** — It’s ability to easily be transported and used discreetly raises its potential for underage use.¹
- **Overuse or unsuspected use** — Dangerous combinations may be created by combining Palcohol with a substances other than water, such as caffeinated drinks or other alcoholic beverage (wine or spirits). Additionally, due to its form, it may be mixed into another person’s drink to increase their level of intoxication unknowingly.¹



Prevention of underage drinking, as well as alcohol misuse/abuse in legal users is a top prevention priority for the Michigan Department of Health and Human Services. While this controversial form of alcohol has an unclear future regarding retail availability, **the risks and dangers posed by powdered alcohol are obvious and will be continually monitored.**

1. National Alcohol Beverage Control Association. 2015. Powdered Alcohol: An Encapsulation. Retrieved from: <http://www.nabca.org/assets/Docs/Research/Powdered%20Alcohol%20Paper%20Feb%202015.pdf>
2. Palcohol. 2015. Palcohol is Powdered Alcohol. Retrieved from: <http://www.palcohol.com>.
3. Center on Alcohol Marketing and Youth. 2015. Powdered Alcohol. Retrieved from: http://www.camy.org/factsheets/sheets/Powdered_Alcohol.html.